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JUDSON

NURSERIES, INC.

Bristol, Indiana

WHOLESALE

1962 CATALOG



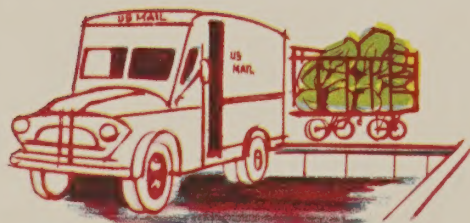
Serving YOU in '62



RETAIL PACKAGES

The promise of bloom and fruit to come . . . that's the sales-minded display told on Judson retail packages for perennial and strawberry plants. Today's new packages are eye-catching, sales-catching . . . and counter displayed for easy, self-service sales. Perennial and strawberry plants are now packaged in the new "Naturized" Root Pack—simulating soil conditions for longer shelf life and a good start when planted.

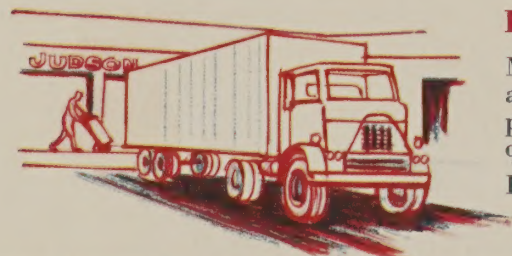
PAGES: Retail Strawberry Plant Packages Page 7
Retail Perennial Plant Packages Pages 11—12



DROP-SHIPMENT

On both strawberry and perennial plants we will drop ship your orders direct to your customer under your label—prepaid. Wide selection of varieties, packaging know-how and experience make this a practical way for you to profit from these popular nursery items.

PAGES: Drop-Shipment Strawberry Plants Page 6
Drop-Shipment Perennial Plants Page 10



BULK SHIPMENT

Many of our customers maintain their own cold storage facilities and are thus able to handle plants in large quantities. For both perennial and strawberry plants we are able to supply large quantity needs for bulk shipment direct to you.

PAGES: Bulk Strawberry Plants Page 5
Bulk Perennial Plants Pages 8—9

PYRAMID TERRACED GARDEN AND NEW COUNTER DISPLAY PACKAGE Pages 13—14

TERMS

Judson terms are 30 days net on accounts with whom we have established credit. Credit terms can be arranged with new accounts by supplying normal credit references. Remittance with order is requested in cases where credit has not been established.

PLANT GUARANTEE

We guarantee plants delivered to carrier in good condition. Shipments travel at risk of the purchaser. In growing nursery stock and filling orders we use the utmost care to furnish plants true-to-name and will replace any that may prove untrue. In no case shall we be liable for more than replacement or refund of the purchase price. Please inspect plants carefully upon arrival. Any claims reporting plants damaged in transit should be made within 10 days after receipt of shipment.

Judson Strawberry Varieties



Strawberry Variety Descriptions

✓ **BLAKEMORE** Early to early midseason, excellent for shipping. A heavy vigorous grower. Fruit is firm, has been a long time favorite. Grown from U.S.D.A. virus-free plants.

✓ **PREMIER** This is the true Premier grown from the original originator's strain. These are the original plants that made Premier the biggest selling variety in the United States after it was first introduced. A very early variety, exceptionally good plant maker and quality fruit and, without a doubt, one of the best commercial varieties. This strain is not grown from U.S.D.A. foundation stock.

✓ **REDGLOW** One of the new U.S.D.A. introductions. An early bearing variety of large size with vivid red fruit and exceedingly good flavor. Excellent for freezing and has proven to be red stele resistant. Grown from U.S.D.A. virus-free plants.

✓ **EARLIDAWN** A new U.S.D.A. introduction. Earliest of all to ripen. A nearly frost-proof variety, having exceedingly good flavor and high color. This variety has had above average yield but is not as heavy a plant maker as many varieties. Does not appear to be a good commercial variety but is excellent for the home garden due to its early fruiting characteristics. Grown from U.S.D.A. virus-free plants.

✓ **DUNLAP** Has been the top selling variety for many years. A very heavy plant maker and does extremely well under adverse weather conditions. Grown from U.S.D.A. virus-free plants.

✓ **BELLMAR** A U.S.D.A. introduction of some years ago, but still a very good berry. A cross between Premier and Missionary. Early to midseason fruiting. Excellent for freezing. Fruit is a dark red of medium sweetness and very firm.

✓ **FAIRFAX** Early to midseason bearing. A fine berry of high quality, good flavor and heavy productiveness. Berries are exceptionally large all through the fruiting season and very firm. A conversation piece for the home gardener.

✓ **CYCLONE** Developed at Iowa State University. Big, early, high yielding and excellent in flavor and freezing qualities. Especially recommended for the home garden. Not a shipping variety. Berries maintain their large size through most of the growing season.

WHY VIRUS-FREE PLANTS

Generally speaking, virus-free plants mean greater fruit production. Judson Nurseries were among the first to co-operate in the development of a virus-free program by working with our own state university and the U.S.D.A. Indexed virus-free plants are grown in our own screen house to increase our planting stock. These plants are then planted in isolated fields that have been fumigated and have at least 1500 feet isolation. These fields supply our second generation plants for commercial planting. **WHY FUMIGATED SOIL**—Nematodes are fast becoming one of our major problems in the nursery business. Judson Nurseries have once again pioneered in this work and all producing areas are now treated.

✓ **POCAHONTAS** The best of the U.S.D.A. recent introductions. Has a large deep, vivid red berry produced on exceptionally vigorous plants, extremely sweet flavor, and has nearly all the qualities you would expect in a top variety. A good commercial berry, an excellent shipper and freezer. Grown from U.S.D.A. virus-free plants.

✓ **WISCONSIN 214** Early midseason variety bearing very large fruit, good flavor. An extremely good berry to freeze. This variety produced in Wisconsin, consequently, does well in northern areas.

✓ **ROBINSON** Ripens just after Premier, early enough to bring a good market price. An exceptionally good commercial berry, fruit is large, brilliant red, very uniform in size. The plants are very vigorous, producing a bumper crop nearly every year. Grown from U.S.D.A. virus-free plants.

✓ **CATSKILL** An exceedingly good midseason variety, almost frost-proof. Produces large, strong plants. Fruit is large and bright red. Has excellent keeping qualities and has become a very important berry. Grown from U.S.D.A. virus-free plants. A fine variety, has extra large fruit attractive in color and excellent in quality. This berry has excellent shipping characteristics making it a good commercial variety.

✓ **ARMORE** Introduced by Missouri Experimental Station. A highly productive berry, medium to large size, of bright red color and extremely sweet. Fruit is firm and has excellent shipping quality. Grown from U.S.D.A. virus-free plants.

✓ **SPARKLE** A vigorous grower and very productive. Berries are somewhat round in shape giving it a distinctive appearance. A very good freezer. Grown from U.S.D.A. virus-free plants.

✓ **TENNESSEE BEAUTY** An increasingly popular midseason variety and exceptionally good shipper. Has wonderful flavor. Does exceedingly well in the central part of the United States. Grown from U.S.D.A. virus-free plants.

✓ **PAYMASTER** An exceedingly good variety similar to Sparkle; however, in many areas, has proven to outyield it. Matures in midseason, carrying large firm fruit, an exceptionally sweet berry with excellent freezing quality. This strain has proven to be resistant to red stele.

Strawberry Varieties, Continued

VERMILION Introduced by the University of Illinois. A very productive variety with excellent fruit. Has proven resistance to red stele. Grown from U.S.D.A. virus-free plants.

SURE-CROP This is a variety you should try. We feel it is one of the best all around introductions ever made by the U.S.D.A. An excellent midseason variety produces an abundance of fruit over a long period. Berries are very large, extra firm with a very fine flavor. This variety has proven to be red stele resistant. Grown from U.S.D.A. virus-free plants.

JUMBO An exceedingly vigorous variety of high production carrying large, firm, dark red fruit that is very tasty and freezes exceptionally well.

RED TITAN Our new 1961 introduction. Here is a new commercial variety recommended specifically for northern areas. Hybridized specifically for its commercial qualities. Carries all the good qualities of both Robinson and Premier. An exceptionally heavy plant producer and extremely vigorous fruit producer. The plant itself is a tall growing, large leafed plant producing uniformly shaped conical berries having a bright red color. This variety is extremely high in sugar and has excellent keeping qualities. Has performed exceedingly well in the commercial fruit areas of Michigan. This is an early midseason variety.

TRUMPETER A new late season variety developed at the University of Minnesota. This variety produces handsome, intense red fruit that is large and well formed. Has exceptional qualities for market and freezing as well as home use. The plants are tall, sturdy and exceptionally winter-hardy making it an extremely good variety for the northern portions of the United States.

EARLIMORE A new early midseason variety that continues its high production through a longer than average season. The berries are quite large, bright red in color and the fruit is firm and juicy and has a slightly acid taste and is very aromatic. Another very hardy variety extremely well adapted to the northern portion of the United States.

DIXIELAND This is the result of the same cross that produced Pocahontas and produces fruit that is slightly firmer and darker red. This variety is less susceptible to leaf spot and leaf scorch and has excellent keeping qualities making it a good potential commercial berry. Grown from U.S.D.A. virus-free plants.

JERSEY BELLE This is a late variety that has been extensively planted along the east coast. Its fruit is large in size carrying very prominent yellow seeds making it very attractive. It has done very well in some areas of the mid-west and its fine qualities indicate that it should be tested more thoroughly under mid-west conditions. This variety has a good potential.

MIDWAY A new U.S.D.A. variety which was offered in limited quantities in 1961 for the first time. A red stele resistant variety, the fruit is large and attractive and of good quality. All early indications are that it will yield quite heavily. This variety we recommend for trial plantings throughout the mid-west. It is a midseason variety, grown from U.S.D.A. virus-free plants.

PLENTIFUL A late season variety. This is a variety over which there has been much discussion. It seems to do well under extremely rigorous conditions. In the state of Kansas, it has produced over 11,000 quarts per acre. The fruit is large varying from a blunt conic to a wedge shape, medium to light red color and has proven to carry resistance to red stele. In areas where Plentiful does well, no other variety seems to surpass it.

Everbearing

GEM One of the first good everbearers to be introduced. One of the most vigorous of the everbearing varieties producing a bright red berry of good size and uniform shape.

SUPERFECTION This variety has long been the standard for everbearing varieties, producing a large, red to the center berry with very good flavor. Bears throughout the late Summer and Fall right up till frost.

STREAMLINER One of the newer everbearers showing a big improvement on fruit quality. Carries an exceedingly good red color and has proven very satisfactory in the home garden.

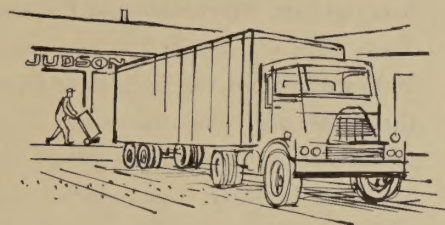
OZARK BEAUTY A new everbearing variety which has been under test for several years and which we feel is destined to become very popular with the home gardener. A highly productive variety producing large, conical, bright red berries, mild and sweet flavored producing an exceptionally large Spring crop and fruiting almost continuously until frost. A widely adapted variety which apparently produces equally well in both hot and cool summer climate. Its extreme vigor produces many new plants each year, making it an ideal variety for use as a ground cover plant. In freezing tests at several universities, the fruit of this variety was found to be an excellent freezing type. Limited quantities this year.

OGALLALA This new everbearer was hybridized in the Northwest Great Plains area in an effort to find a variety that would withstand extremely cold conditions. This has been accomplished and Ogallala has performed well across Kansas, Nebraska, Iowa, Northern Missouri and the Dakotas. If you live in extreme weather conditions, this is an everbearing variety which should be tried. It is extremely frost resistant even at the time of bloom set.

CHIEF BEMIDJI Fruit is firm, wedge shaped and bright red. Extremely hardy. In the Bemidji, Minnesota area this variety wintered, without cover, where most other varieties failed. Plants are vigorous with good runner production. Please write for further description. New four color printing plates on this variety now available for your use. We also have photographs of interesting use of plant as ground cover.

RED RICH This is the variety that tops them all. Has become the hallmark of excellence among all everbearers. Produces extremely large dark red fruit both inside and out. Extremely high in sugar, the most firm of all everbearers and the best freezer. Highly recommended for the home garden and as the most satisfactory eating berry. No home garden should be without this fine variety.

Judson Bulk Shipment Strawberry Plants



Bulk Strawberry Plant Price List

F.O.B. BRISTOL, INDIANA

JUNE BEARING

Early Varieties	Per 1000
*Blakemore	\$10.00
Premier	12.50
*Red Glow	14.00
*Earlidawn	14.00
Cyclone	14.00

Early Midseason

*Dunlap	10.00
*Bellmar	10.50
Fairfax	12.50
Fairland	12.50
*Pocahontas	12.50
Earlimore	14.00
Wisconsin 214	14.00
Red Titan (#1848)	25.00

Midseason

*Robinson	10.50
*Catskill	12.50
*Empire	12.50
*Armored	12.50
*Sparkle	12.50
*Tennessee Beauty	12.50
*Vermilion	12.50
Jersey Belle	14.00
*Sure Crop	14.00
*Paymaster	14.00
*Midway	14.00
Dixieland	14.00
Jumbo	16.00

PLANT RESERVATIONS

It will be especially helpful to us and to yourself in handling your bulk strawberry plant requirements if you will send us a reservation order (based on last year's sales) well ahead of the shipping season. This reservation order can, of course, be adjusted up or down at any time prior to shipment, but when we receive your order, we will set aside and hold the plants you have reserved.

Late	Per 1000
*Plentiful	\$14.00
Trumpeter (#1788)	14.00

EVERBEARING

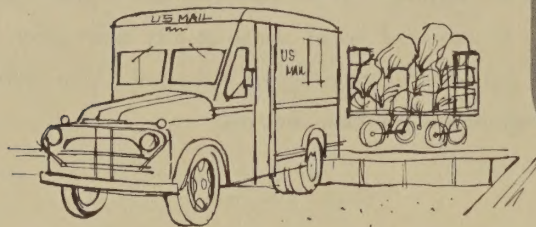
*Gem	20.00
*Superfection	20.00
Ogallala	22.00
*Streamliner	22.00
Ozark Beauty (Limited Quantities)	28.00
Chief Bemidji	50.00
Red Rich (Plant Patent No. 993)	78.00

*These plants are produced from planting stock which is substantially virus-free.

Any plant reservations made for delivery after May 1 but not confirmed by purchase order will be automatically cancelled after that date.

If you have your own storage facilities and can use plants in 1000 lots or more, the bulk price list shown here will interest you. If you sell strawberry plants in quantities of 25,000 and over, please write for quotation. We have the stock and facilities for processing your bulk strawberry plant orders promptly and efficiently.

Judson Drop-Shipment Strawberry plants



Drop shipment of Strawberry plants simply means that you list and sell the plants and we do the rest. Make a selection of the varieties you wish to sell and we will ship your individual orders direct to your customers for you. Under your label, too.

RUSH-LIVE PLANTS
Your Name _____
FILL IN HERE
FOR ORDERING DELIVERED PLANTS
QUANTITY VARIETY PRICE PER PLANT
NAME _____
ADDRESS _____
CITY _____
STATE _____
ZIP _____
Your Name _____

HERE'S HOW DROP SHIPMENT WORKS

We have order-shipping tags for Strawberry plants, Perennials and Pyramid Gardens. Tags are supplied at no charge. Over 1000 we imprint tag with your name. Less than 1000 use your own stamp. Tags carry inspection certificate and fill-in space for quantity, variety, customer's name and address. After shipment we return the stub to you with your invoice as proof of shipment. Estimate your tag needs now.

Drop-Ship Price List Strawberry Plants

Prices Are Postpaid in U.S. Only

JUNE BEARING	12	25	50	100	250	500	1000
*Blakemore		\$.90	\$1.40	\$ 2.20	\$ 4.50	\$ 7.50	\$ 12.50
*Dunlap		.90	1.40	2.20	4.50	7.50	12.50
*Robinson		.95	1.45	2.30	4.65	7.75	13.00
*Bellmar		.95	1.45	2.30	4.65	7.75	13.00
British Sovereign		1.00	1.55	2.50	5.15	8.75	15.00
*Catskill		1.00	1.55	2.50	5.15	8.75	15.00
Fairfax		1.00	1.55	2.50	5.15	8.75	15.00
Fairland		1.00	1.55	2.50	5.15	8.75	15.00
*Pocahontas		1.00	1.55	2.50	5.15	8.75	15.00
Premier		1.00	1.55	2.50	5.15	8.75	15.00
*Sparkle		1.00	1.55	2.50	5.15	8.75	15.00
*Tennessee Beauty		1.00	1.55	2.50	5.15	8.75	15.00
*Armored		1.00	1.55	2.50	5.15	8.75	15.00
*Empire		1.00	1.55	2.50	5.15	8.75	15.00
*Vermilion		1.00	1.55	2.50	5.15	8.75	15.00
*Paymaster (Trade Mark)		1.05	1.65	2.70	5.65	9.75	17.00
*Red Glow		1.05	1.65	2.70	5.65	9.75	17.00
*Earlidawn		1.05	1.65	2.70	5.65	9.75	17.00
Jersey Belle		1.05	1.65	2.70	5.65	9.75	17.00
*Sure-Crop		1.05	1.65	2.70	5.65	9.75	17.00
*Plentiful		1.05	1.65	2.70	5.65	9.75	17.00
*Dixieland		1.05	1.65	2.70	5.65	9.75	17.00
Wisconsin 214		1.05	1.65	2.70	5.65	9.75	17.00
Jumbo		1.20	1.95	3.30	7.15	12.75	23.00
EVERBEARING							
*Gem		1.20	1.95	3.30	7.15	12.75	23.00
*Superfection		1.20	1.95	3.30	7.15	12.75	23.00
*Streamliner		1.25	2.05	3.50	7.65	13.75	25.00
Ogallala		1.25	2.05	3.50	7.65	13.75	25.00
Ozark Beauty		1.45	2.45	4.25	9.65	16.75	31.00
Chief Bemidji	1.00	2.00	3.60	6.50	16.00	30.00	53.50
Red Rich® (Plant Pat. No. 993)	\$1.50	2.50	4.25	8.25	20.50	40.50	80.50
RED RICH® retail prices	2.95	5.00	8.50	15.00	32.50	62.50	120.00

*Grown from substantially virus-free planting stock.

Judson retail packaged strawberry plants



Here's the ideal package for the home gardener who wants to grow his own luscious strawberries. There's no fuss or muss for the dealer because the packages are neat and clean and shipped in our new "sales-maker" display box that automatically displays the packages for self-service sales.

Plants are now packaged in new "Naturized" Root Pack—simulating soil conditions for longer shelf life and a good start when planted.



PLANTIN' TIME® Strawberry Plants

Each package is printed in full color and carries variety name. Planting instructions are shown on each package. 36 packages containing 25 plants per package are shipped in the Judson sales maker display carton.

36 Packages (25 plants per package)
—900 plants—per shipping case. Weight 36 lbs. per carton. (Approx.) Shipment prepaid on 5 cases or more.

PLANTIN' TIME price list

JUNE BEARING

Blakemore.....\$19.00 per case
Dunlap..... 19.00 per case
Premier..... 21.00 per case
Pocahontas 23.00 per case

EVERBEARING

Gem.....\$29.00 per case
Superfection..... 29.00 per case
Streamliner..... 31.00 per case



Everbearing RED RICH®

The most publicized "everbearer" in gardening history. Ideal for the home gardener. Produces fruit first year and yields until fall frost. Big, husky plants with dark green foliage. Fruit is deep red and honey sweet.

Red Rich Established Retail Prices
\$2.95 per package of 12 plants.

Red Rich Wholesale Prepaid Prices
1 Case (450 Plants) \$35.00; 1/2 Case (225 Plants) \$18.00

Less than case lots must be combined with other varieties for full case shipment.

Judson Field Grown No. 1 Perennials



Perennials are normally shipped by Express F.O.B. Bristol, Indiana. If you prefer Parcel Post shipment, please add 10% to total. If there is any difference we will either refund or invoice for this amount.

PERENNIALS

	Per 10	Per 100
ALYSSUM Saxatile: Blooms in early May. Rich golden yellow flowers.....	\$ 1.60	\$ 14.00
AQUILEGIA (Columbine)		
Crimson Star: Dark red, white centers. Long spurred.....	1.60	14.00
McKanna's Giant Hybrids: Large, extra long spurred flowers in a wide range of colors.....	1.60	14.00
Mrs. Scott Elliott's Hybrids: An excellent long spurred mixture of colors.....	1.60	14.00
ARTEMISIA Silver King: A silver leaved contrast plant.....	1.60	14.00
Silver Mound: A compact plant, 10 inches in diameter. Foliage is fern-like and silvery gray.....	1.60	14.00
ASTER		
Crimson Brocade: A sparkling, intense red, holding its color very well. Fully double.		
A new variety from Holland.....	1.60	14.00
Lilac Time: Soft lilac blue, one of the best.....	1.60	14.00
White Lady: Semi-double, large white.....	1.60	14.00
BELAMCANDA (Blackberry lily): Orange, lily-like flowers, followed by brilliant black seeds. A very showy plant..	2.00	18.00
CAMPANULA (Canterbury Bell)		
Calycanthemum dark blue.....	1.40	12.00
Calycanthemum rose pink.....	1.40	12.00
Calycanthemum white.....	1.40	12.00
Calycanthemum mixed.....	1.40	12.00
CARNATION Grenadin (Hardy Carnation)		
Golden Sun, soft yellow.....	1.40	12.00
King of the Blacks, darkest red.....	1.40	12.00
Pink, a rose pink.....	1.40	12.00
Red, crimson red.....	1.40	12.00
White, sparkling white.....	1.40	12.00
CUSHION MUMS		
Black Velvet, Deep black red.....	1.40	12.00
Commander, Mahogany red.....	1.40	12.00
Gene Stratton Porter, New Indiana Series. Apple blossom pink.....	1.40	12.00
Golden Mound, golden yellow.....	1.40	12.00
Joan Helen, purple mauve.....	1.40	12.00
Nanook, white shaded cream.....	1.40	12.00
Pot O' Gold, A beautiful bronze anemone.....	1.40	12.00
Santa Claus, free flowering red.....	1.40	12.00
TALLER GROWING MUMS		
Algonquin, large yellow.....	1.40	12.00
Bronze Helen, a bronze sport of Orchid Helen.....	1.40	12.00
Orchid Helen, full double orchid pink.....	1.40	12.00
COREOPSIS Double Sunburst: Semi-double, golden yellow flowers.....	1.40	12.00
DELPHINIUM Belladonna: Popular light blue.....	1.60	14.00
Bellamossum: Standard deep blue.....	1.60	14.00
DELPHINIUM Giant Pacific Hybrids		
Astolat, pale blush pink shades with several darker tones including a few raspberry rose. Large cream colored and dark bees.....	1.80	16.00
Black Knight, deep velvety blue. The darkest of all.....	1.80	16.00
Blue Bird, the clearest of medium blues, white bees.....	1.80	16.00
Blue Jay, a brilliant medium blue, dark bees.....	1.80	16.00
Galahad, the finest clear white.....	1.80	16.00
Guinevere, pinkish lavender, white bees.....	1.80	16.00
King Arthur, royal violet, white bees.....	1.80	16.00
Round Table, a mixture of all of the above plus many new colors.....	1.80	16.00
DIANTHUS Barbatus (Sweet William)		
Auricula, a choice mixture of very large flowers.....	1.40	12.00
Dark Crimson, a smooth velvety color.....	1.40	12.00
Holborn Glory, striking combination of crimson center with white border.....	1.40	12.00
Newport Salmon, rich pastel salmon-rose.....	1.40	12.00
Purple Beauty, a rich deep color.....	1.40	12.00
DIANTHUS Plumarius (Garden Pinks)		
Spring Beauty, various shades of pink rose and white.....	1.40	12.00
DIGITALIS (Foxglove)		
Excelsior Strain, all colors are represented in this fine mixture.....	1.40	12.00

	Per 10	Per 100
GAILLARDIA		
Burgundy, deep shade of wine-red.....	\$1.40	\$12.00
Dazzler, golden yellow with maroon center.....	1.40	12.00
Monarch Strain, a superior mixture of large, full petaled flowers in various red and yellow combinations.....	1.40	12.00
Yellow Queen, clear yellow.....	1.40	12.00
HIBISCUS Avalon Hybrids: This is an exceptional mixture of f2 hybrids, with colors ranging from bluish-pink to bright red.....	1.60	14.00
HOLLYHOCK Chater's Double		
Deep rose.....	1.40	12.00
Newport pink.....	1.40	12.00
Scarlet.....	1.40	12.00
Sulphur yellow.....	1.40	12.00
Triumph Supreme, double flowers in delicate art-shades.....	1.40	12.00
IBERIS (Candytuft)		
Sempervirens, pure white flowers, evergreen foliage.....	1.40	12.00
IRIS Sibirica (Siberian Iris)		
Snow Crest, pure white.....	1.60	14.00
LAVANDULA Vera (Sweet Lavender)		
Munstead strain, large, free flowering, sweet-scented, lavender colored flowers.....	1.40	12.00
PENSTEMON (Beard Tongue)		
Avalon Hybrids, large flowers in an extremely large color range. Very hardy.....	2.00	18.00
PHLOX Subulata (Creeping Phlox)		
Alba, pure white.....	1.60	14.00
Atropurpurea, dark red.....	1.60	14.00
Moerheim, dark pink.....	1.60	14.00
Rosea, light pink.....	1.60	14.00

NEW PHLOX VARIETIES

PHLOX Decussata (Hardy Phlox)		
Boulevardier, violet rose dark eye.....	\$2.00	\$18.00
Cool of the Evening, lavender-blue, almost slate-blue.....	2.00	18.00
Endurance, deep salmon-orange with carmine eye.....	2.00	18.00
Everest, dazzling white with faint rose colored eye.....	2.00	18.00
Fairy's Petticoat, pale pink with darker pink eye. Huge flower heads.....	2.00	18.00
Gayety, brilliant cherry-red, suffused with orange.....	2.00	18.00
Iceberg, white, with an ice blue overcast.....	2.00	18.00
Joan, almost a scarlet with crimson eye.....	2.00	18.00
Orangeade, intensely brilliant, almost orange. Perhaps the best of the newer Phlox.....	2.00	18.00
Pastorale, one of the finest pinks, bright pink with darker eye.....	2.00	18.00
Queen of Tonga, bright salmon-rose.....	2.00	18.00
Rosa Spier, light pink with darker pink eye.....	2.00	18.00
Starfire, considered the best red Phlox. A real beauty.....	2.00	18.00
Torch, a brilliant scarlet.....	2.00	18.00

PHLOX — OLD FAVORITES

	25 or more Per 100	250 or more Per 1000
Adonis, a sparkling crimson. Large flowers.....	\$15.00	\$120.00
Bonimer Nachsommer, a free growing dark pink.....	15.00	120.00
Border Queen, pure watermelon pink dwarf.....	15.00	120.00
Brigadier, carmine-red, small clear red eye.....	15.00	120.00
Buccaneer, soft rose with red eye.....	15.00	120.00
Caroline Vandenberg, lavender blue, white eye.....	15.00	120.00
Chieftain, deep red almost claret.....	15.00	120.00
Daily Sketch, Salmon-pink, red eye. The most popular Phlox grown.....	15.00	120.00
Dresden China, shell-pink.....	15.00	120.00
Elizabeth Arden, soft pastel pink with pink eye.....	15.00	120.00
Eva Forrester, Salmon-pink with white eye.....	15.00	120.00
Fuchsia, blue-purple.....	15.00	120.00
July Glow, bright carmine-crimson.....	15.00	120.00
Leo Schlageter, brilliant scarlet.....	15.00	120.00
Lillian, cameo-pink with a faint blue shading.....	15.00	120.00
Prime Minister, white with a red eye.....	15.00	120.00
Progress, light blue, with deeper blue eye.....	15.00	120.00
Ruby Lee, a rich ruby-red.....	15.00	120.00
Sir John Falstaff, Salmon-pink, very large florets.....	15.00	120.00
White Admiral, pure white, the best.....	15.00	120.00
Windsor, deep rose-pink.....	15.00	120.00
PYRETHRUM (Painted Daisy)	Per 10	Per 100
Robinson's Red, giant flowered, dark red.....	1.40	12.00
Robinson's Hybrids, a wide range of colors. Popular.....	1.40	12.00
SEDUM Spectabilis: Erect growing, rose colored flower heads.....	1.40	12.00
SHASTA DAISY Alaska: Large single white flowers.....	1.40	12.00
Marconi: The largest and finest double Shasta Daisy.....	1.40	12.00
TEUCRIUM Chamaedrys: An excellent edging plant, dark glossy green foliage, rose colored flowers.....	1.60	14.00

We will be happy to make special quotations on quantities exceeding 250 plants.

Judson Drop Shipment Perennial Plants

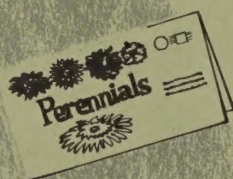


*Added profit
for you—feature
Perennials in your
Mail Order Program*

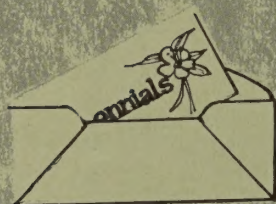
**You can sell Perennials. Use our
complete Drop Shipment Service Plan.**



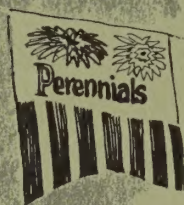
CATALOGS



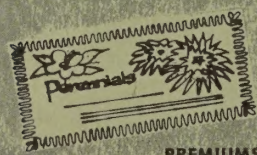
DIRECT MAIL



ENCLOSURES



SPECIAL PROMOTIONS

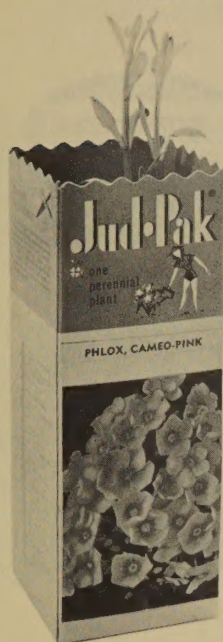


PREMIUMS

There are many ways in which our complete drop shipment service on perennial plants can mean added profit for you. Simply, if you list and sell them we will do the rest . . . the growing and shipping direct to your customer, under your label. You can list perennials in your catalog, in special direct mail pieces, as envelope enclosures, as a premium offer . . . many special promotions. You can plan your listing from our variety offering, or you can feature special collections. Be sure to write and request our listing of perennials for drop shipment.

Put Perennials in Your Profit Plan for '62

Judson JUD-PAK® Retail Packaged Perennials



To simplify ordering, to improve service, we have selected collections of best selling perennial varieties and have grouped them by assortment. Each shipping case carries four packages each of the variety listed. 48 plants to each shipping case.

On occasion it may be necessary to substitute an individual variety with other plants of equal or greater value should adverse weather conditions affect the quality or available supply of any particular variety.

For years Jud-Pak has been a popular name in packaged Perennials. Now packages are displayed in a unique two-shelf counter display for greater sales. Label for each plant package is in full color for the plant variety it contains. Has planting instructions.

Plants are now packaged in new "Naturized" Root Pack—simulating soil conditions for longer shelf life and a good start when planted.



Jud-Pak Standard Assortment

Assortment "A"

4 each

Columbine	Shasta Daisy	Cushion Mum, Red
Delphinium	Canterbury Bells	Cushion Mum, White
Garden Pinks	Foxglove	Phlox, Flash (Red)
Carnation, Red	Aster, Dwf. (Blue)	Phlox, Prime Minister (White with red eye)

Assortment "B"

4 each

Columbine	Painted Daisy	Cushion Mum, Yellow
Delphinium	Dbl. Hollyhock	Cushion Mum, Pink
Garden Pinks	Hibiscus	Phlox, Ruby Lee (Red)
Carnation, Red	Aster, Dwf. (Red)	Phlox, Starlight (Lavender)

Assortment "C"

4 each

Columbine	Coreopsis	Cushion Mum, Bronze
Delphinium	Gaillardia	Cushion Mum, Red
Garden Pinks	Sweet William	Phlox, World Peace (White)
Carnation, Red	Aster, Dwf. (Red)	Phlox, Orange (Orange)

Jud-Pak Price List

\$8.64 per case 18c per package (48 plants per case)
Standard assortment—(A - B - C), 5 cases or more, prepaid.
Less than 5 cases F.O.B. Bristol, Ind.

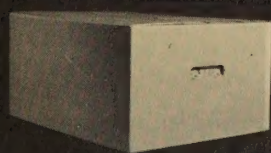
\$9.12 per case 19c per package (48 plants per case)
Your assortment, 10 cases or more prepaid.

\$9.60 per case 20c per package (48 plants per case)
Your assortment, less than 10 cases F.O.B. Bristol, Ind.



"Sales Maker" Display

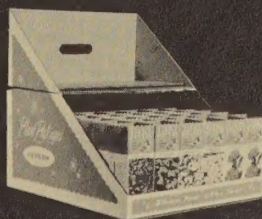
When you open the shipment you're ready to sell!



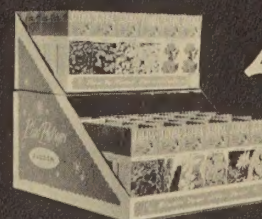
1 Remove telescope outer corrugated shipping carton.



2 Note diagonal cut on side of carton. Lift front at opening.



3 Packages are on trays. Merely lift front tray out.



4 Place tray on top shelf. Pull bottom tray to front. Ready to sell.

4 easy Steps

Judson

New JUD-PAK®

Rainbow Collection

Perennials



Jud-Pak Rainbow perennial collections have been chosen from the most popular selling perennials and have been grouped into uniform assortments for easy ordering. Each shipping case has 16 packages (3 plants per package) 48 plants.

Plants are now packaged in new "Naturized" Root Pack—simulating soil conditions for longer shelf life and a good start when planted.



Assortment "A"

Cushion Mums—Red, Yellow, Pink
Phlox—Dark red, pink, blue
Carnations—White, red, pink
Delphinium—White, blue, lavender

Assortment "B"

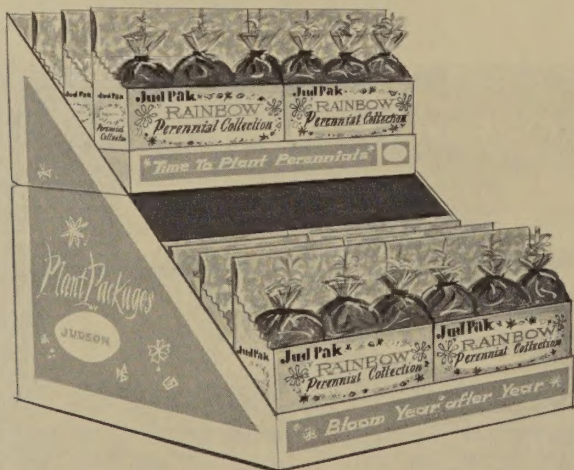
Asters—Blue, red, white
Canterbury Bells—White, blue, pink
Show Mums—Red, bronze, yellow
Columbine—Yellow, red, blue

Assortment "C"

Phlox—White, red eye; salmon pink, light red
Carnations—White, red, pink
Cushion Mums—Red, yellow, pink
Asters—Blue, red, white



This sparkling new package offers the dealer a higher unit sale and makes a practical consumer package because it offers three plants in one package for group planting. 3 plants of one variety, but in different colors are offered in each package. Planting instructions and descriptions are carried on the back of each carton. Designed for easy carry-out.



Jud-Pak Rainbow Collection Price List

\$8.64 per case (54c per package of 3 plants)

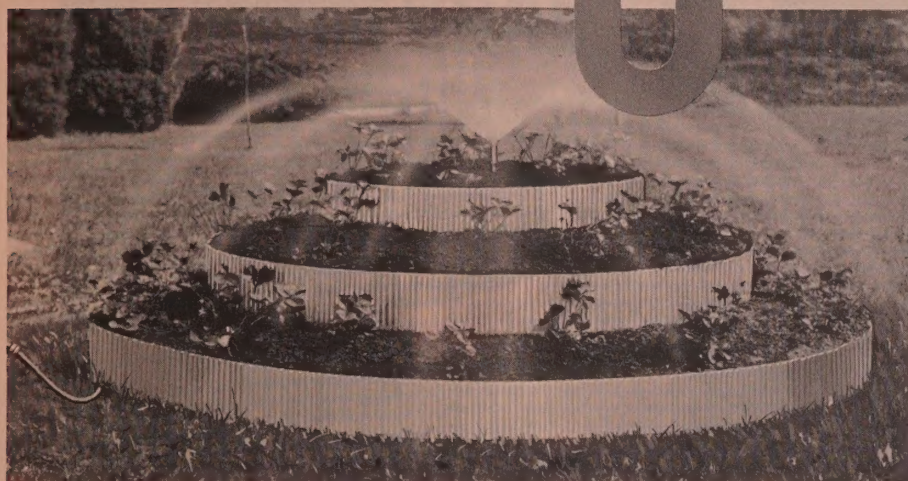
Standard assortment—(A - B - C), 5 cases or more, prepaid. Less than 5 cases, F.O.B. Bristol, Indiana.

Jud-Pak Rainbow perennials are shipped in the attractive "Sales-Maker" display case. Case opens to make two-shelf, self-service display.

On occasion it may be necessary to substitute an individual variety with other plants of equal or greater value should adverse weather conditions affect the quality or available supply of any particular variety.

Judson **PYRAMID**[®] terraced garden

The Pyramid makes an ideal strawberry garden and is especially rewarding when planted with Red Rich, the outstanding everbearing strawberry variety. The Pyramid also makes an interesting flower garden when planted with annual flowers or as a practical and easy-to-care-for vegetable garden.



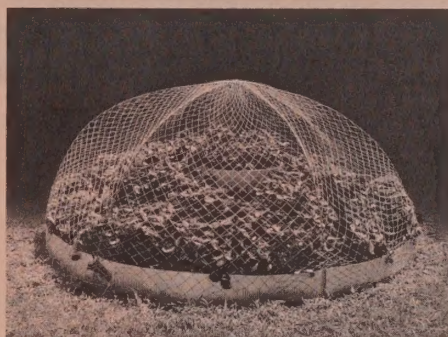
The Judson Pyramid Terraced Garden is SIX FEET in diameter with three planting terraces. The 5-inch aluminum bands are now attractively corrugated and the completely new sprinkler is included as standard equipment with no increase in price. Remember, the sprinkler is no longer an accessory but is packaged in the Pyramid Terraced Garden box and includes the sprinkler head, tubing and hose connection. Additional sales folders available.

PYRAMID[®] accessories



support frame

We have entirely re-designed this new support frame. Separately packaged—made of green plastic covered steel wire to form a perfect hemisphere over the Pyramid Terraced Garden. Frame is required for both netting and plastic cover.



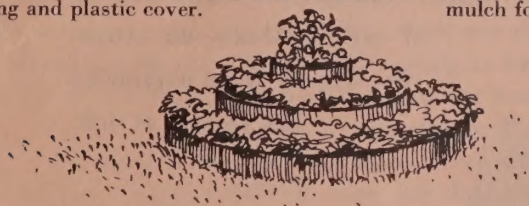
netting

This newly designed net is made for us by people who manufacture marine netting. Net is suspended over support frame and hooks under bottom terrace. Protects Pyramid Terraced Garden from birds, also holds mulch for winter protection.



plastic cover

Completely new plastic cover designed for new frame. Can be used in two ways: 1. For early planting and frost protection of strawberry plants. 2. Can be used as a hotbed for production of vegetable plants to be transplanted.



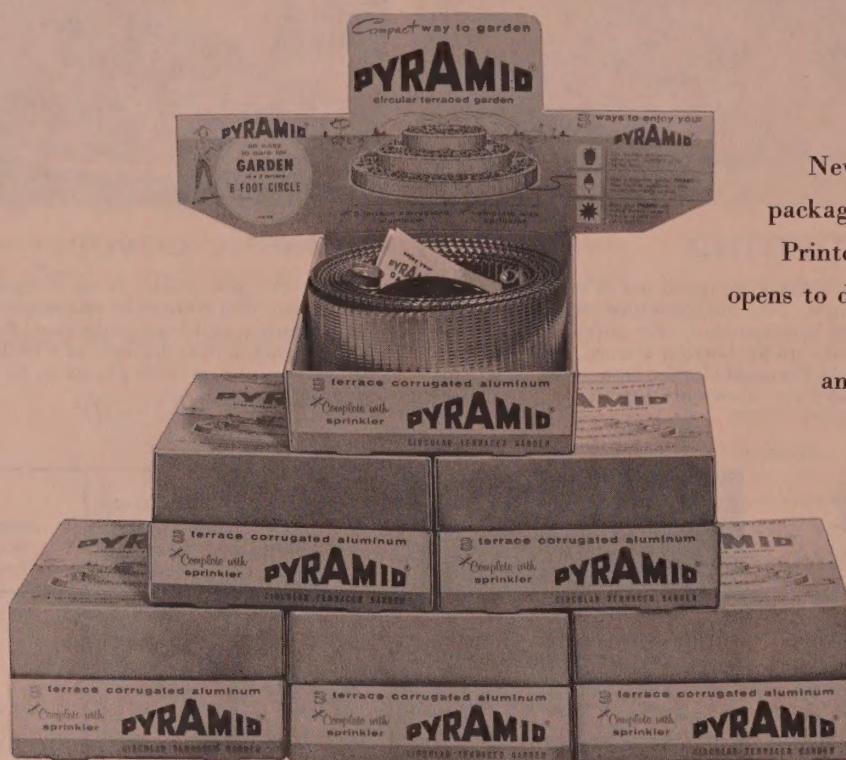
Note: If you wish Pyramid Terraced Gardens shipped to you in unit lots of 6 or more, use the F.O.B. Bristol, Indiana price list. If you want us to drop-ship unit Pyramid Terraced Gardens direct to your customers use the Postpaid price list.

price list	F.O.B. BRISTOL, INDIANA	Postpaid Direct to Your Customers Using Your Shipping Tag	Suggested Retail Prices
PYRAMID Includes complete sprinkler, tubing, hose connection.	\$5.50	\$6.25	\$9.95
ACCESSORIES FOR PYRAMID			
SUPPORT STRIPS	2.10	2.50	3.95
COVER (Plastic)	4.00	4.40	6.95
NET	4.00	4.40	6.95

NEW! for the Garden Center

PYRAMID[®] COUNTER DISPLAY

helps you
sell more
pyramids



New for '62 . . . an attractive display package for the Pyramid terraced garden.

Printed in red and green, the carton opens to display the Pyramid, hose attachment and instruction sheet. Pyramid Accessories are shown on back of carton. Makes an attractive display when pyramided as shown at left.

Pyramid your Pyramids and Pyramid your Pyramid Sales

Once in a
lifetime a great
strawberry
like RED RICH®
comes along!



the most publicized
everbearer in gardening history

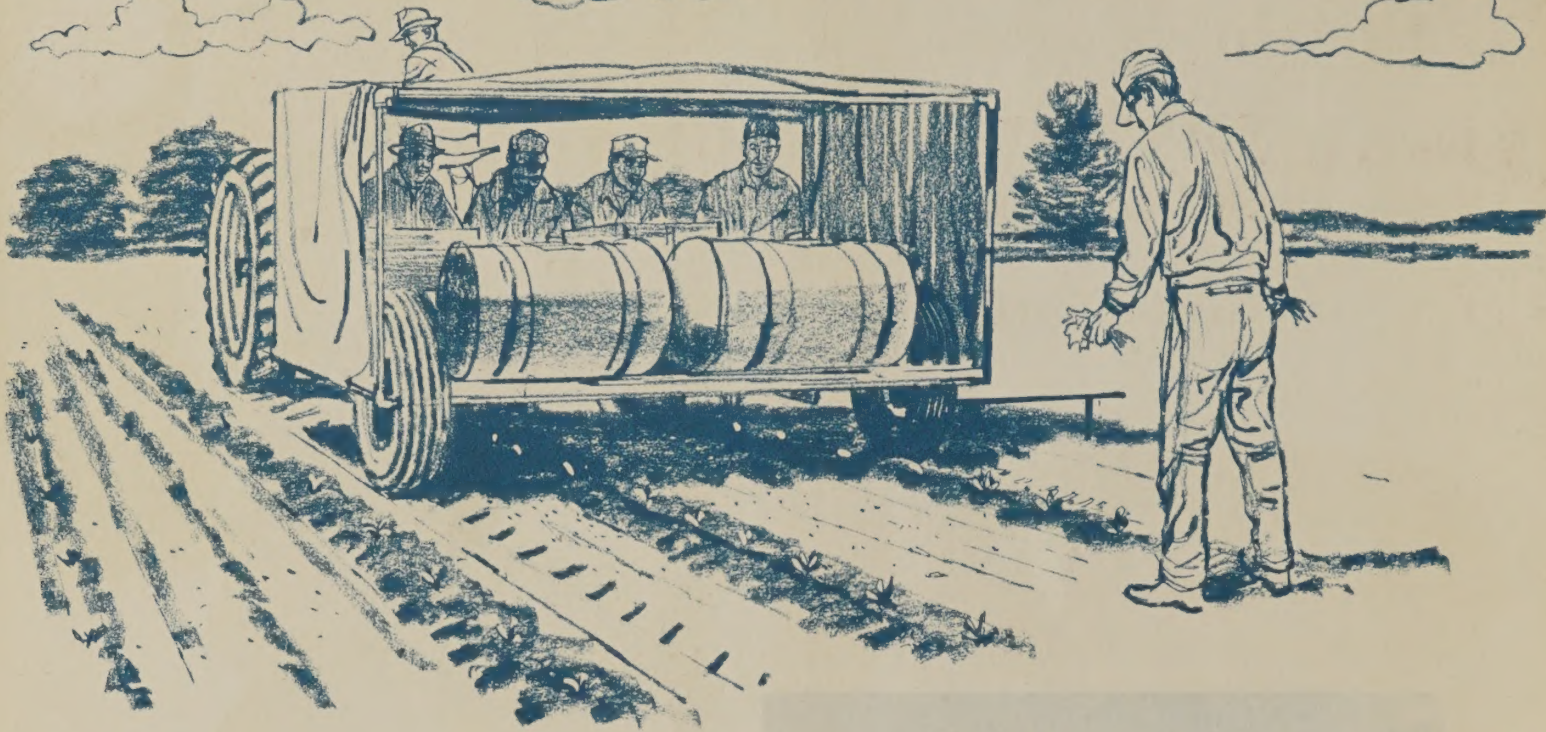


1962 - a good year to feature red rich®

If you could visit the nursery during this growing season and see the Red Rich fields, we are certain you would share our enthusiasm for 1962. The rows are thick and the plants strong and vigorous. It's going to be a great year for Red Rich and a prosperous item for you to promote in your catalogs and other sales efforts. We can recall, as can many of our old customers, when the supply of Red Rich simply could not meet the demand. When this patented everbearer was first introduced, it caught on so rapidly and the demand was so great that there never seemed to be enough to go around. Finally, we have succeeded in growing enough Red Rich

and from field conditions as they now exist, we predict that we will meet the demands for Red Rich next season. May we suggest that you strengthen your sales effort for next year on this great everbearer. Should you need color plates for catalog use, we have them. Should you need black and white photographs of the berries, or of the registered trade mark—we have these too. We urge you to enjoy your share of increased sales by aggressively featuring Red Rich in 1962. We will have the plants to meet the demand. If we can be of any further assistance in helping you sell more Red Rich in 1962, please let us hear from you. Plant Patent No. 993.

PLANTING TIME—drawing illustrates advanced methods used by Judson for planting commercial strawberry fields. Two rows are planted, watered and fertilized if needed, in one operation.



Judson
a quality
plant nursery



Judson Nurseries is located near Bristol, Indiana in north central Indiana just a few miles south of the Michigan state line. Although the surrounding area is quite flat, the country around Bristol rises beautiful and hilly. The sandy loam soil is considered ideal for strawberry and perennial plant production. Transportation and shipping facilities are excellent—Nearby Elkhart is on the main line New York Central, many trucking concerns serve this area and the new northern Indiana Toll Road skirts just north of us on its way across the state.

JUDSON NURSERIES, INC., Phone THornwall 1-2945 Bristol, Indiana